

WHAT IS CLAIMED IS:

- 1 1. An advertisement information supplying system for
2 supplying advertisement information via a computer network
3 to a terminal apparatus of an advertisement viewer (viewing
4 person), comprising:
5 a plurality of storage apparatuses for storing therein
6 advertisement information related to an advertisement owner;
7 means for accepting identification information of an
8 advertisement viewer from a terminal apparatus of said
9 advertisement viewer;
10 means for selecting such a storage apparatus for storing
11 therein advertisement information which is supplied to said
12 advertisement viewer from said plurality of storage apparatus
13 based upon the accepted identification information of the
14 advertisement viewer; and
15 advertisement information supplying means for judging
16 as to whether or not said selected storage apparatus is operated,
17 and for supplying the advertisement information related
18 to the advertisement owner stored in said selected storage
19 apparatus to the terminal apparatus of the advertisement viewer
20 in the case that it is judged that the selected storage apparatus
21 is operated,

22 or for supplying the advertisement information related
23 to the advertisement owner stored in a storage apparatus, being
24 operated, other than the selected storage apparatus in the
25 case that it is judged that the selected storage apparatus
26 is not operated.

1

1 2. A program product capable of causing such an advertisement
2 information supplying system which supplies advertisement
3 information via a computer network to a terminal apparatus
4 of an advertisement viewer, and is comprised of a plurality
5 of storage apparatuses for storing therein advertisement
6 information related to an advertisement owner, to execute:

7 a process for accepting identification information of
8 an advertisement viewer from a terminal apparatus of said
9 advertisement viewer;

10 a process for selecting such a storage apparatus for storing
11 thereinto advertisement information which is supplied to said
12 advertisement viewer from said plurality of storage apparatuses
13 based upon the accepted identification information of the
14 advertisement viewer; and

15 a process for judging as to whether or not said selected
16 storage apparatus is operated,

17 and for supplying the advertisement information related
18 to the advertisement owner stored in said selected storage
19 apparatus to the terminal apparatus of the advertisement viewer

20 in the case that it is judged that the selected storage apparatus
21 is operated,

22 or for supplying the advertisement information related
23 to the advertisement owner stored in a storage apparatus, being
24 operated, other than the selected storage apparatus in the
25 case that it is judged that the selected storage apparatus
26 is not operated.

1

1 3. A method for supplying advertisement information to a
2 terminal apparatus of an advertisement viewer via a computer
3 network, comprising:

4 a step for storing advertisement information related to
5 one advertisement owner into a plurality of storage apparatus;

6 a step for accepting identification information of an
7 advertisement viewer from a terminal apparatus of said
8 advertisement viewer;

9 a step for selecting such a storage apparatus for storing
10 thereinto advertisement information which is supplied to said
11 advertisement viewer from said plurality of storage apparatus
12 based upon the accepted identification information of the
13 advertisement viewer; and

14 a step for judging as to whether or not said selected
15 storage apparatus is operated,

16 and for supplying the advertisement information related
17 to the advertisement owner stored in said selected storage

18 apparatus to the terminal apparatus of the advertisement viewer
19 in the case that it is judged that the selected storage apparatus
20 is operated,

21 or for supplying the advertisement information related
22 to the advertisement owner stored in a storage apparatus, being
23 operated, other than the selected storage apparatus in the
24 case that it is judged that the selected storage apparatus
25 is not operated.